

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claims, AMEND claims, and ADD new claims, in accordance with the following:

1. (CURRENTLY AMENDED) A gas discharge display device that reproduces a color of each pixel of a color image by controlling light emission quantities of three kinds of cells having different, respective light emission colors, the device comprising:

~~three kinds of cells for each pixel, each emitting a respective one of said three different light emission colors, a mixed color of the light emission colors of the three kinds of cells a discharge gas sealed in the three kinds of cells;~~

a first fluorescent material in a first of the three kinds of cells emitting a red light;

a second fluorescent material in a second of the three kinds of cells emitting a green light;

a third fluorescent material in a third of the three kinds of cells emitting a blue light;

a filter located at a front side of the three kinds of cells; and

a first mixed color of the respective light emissions of the first fluorescent material, the second fluorescent material and the third fluorescent material, when reproducing a white color, being set to a color defined by first chromaticity coordinates in which a deviation from a blackbody locus is generated in a chromaticity diagram; and a second mixed color of the first mixed color and a light emission color of the discharge gas, when reproducing a white color, being a color defined by second chromaticity coordinates in which a deviation from the blackbody locus is generated in the chromaticity diagram,

wherein the filter converts the second filter means, located at a front side of the three kinds of cells, having spectral characteristics for converting the mixed color into a color having a higher color temperature, defined by second third chromaticity coordinates that are closer to the blackbody locus than the first chromaticity coordinates second mixed color and in which a negative deviation from the blackbody locus is generated.

2. (ORIGINAL) The gas discharge display device according to claim 1, wherein a

first kind of cell includes a fluorescent material emitting a red light, a second kind of cell includes a fluorescent material emitting a green color, and a third kind of cell includes a fluorescent material emitting a blue color.

3. (ORIGINAL) The gas discharge display device according to claim 1, wherein the structure conditions of the three kinds of cells are systematically set to uneven conditions.

4. (CANCELED)

5. (CANCELED)

6. (CANCELED)

7. (PREVIOUSLY AMENDED) The gas discharge display device according to claim 1, wherein the filter has wavelength selective absorption characteristics in which a wavelength, having a minimum transmittance in the visible wavelength range, is a value within a range between 560 and 610 nanometers.

8. (CANCELED)

9. (CURRENTLY AMENDED) A gas discharge display device that reproduces a color of each pixel of a color image by controlling respective light emission quantities of three kinds of cells having different light emission colors, the device comprising:

a discharge gas sealed in the three kinds of cells, the discharge gas containing neon as a main component;

a first fluorescent material in a first of the three kinds of cells emitting a red light;

a second fluorescent material in a second of the three kinds of cells emitting a green light;

a third fluorescent material in a third of the three kinds of cells emitting a blue light;

a filter having wavelength selective absorption characteristics in which a wavelength, having a minimum transmittance in the visible wavelength range, is a value within a range between 560 and 610 nanometers, the filter being located at a front side of the three kinds of cells;

an effective areas area of electrodes, an electrode for generating gas discharges in

the first and third kinds of cells, each second kind of cells, being larger smaller than an effective area areas of an electrode electrodes for generating gas discharges in the second kind of cell first and third kinds of cells; and

a first mixed color of the respective light emissions of the first fluorescent material, the second fluorescent material[[,]] and the third fluorescent material-and-the-discharge-gas, when reproducing a white color, being a color defined by first chromaticity coordinates in which a deviation from a blackbody locus is generated in a chromaticity diagram and a second mixed color of the first mixed color and a light emission color of the discharge gas, when reproducing a white color, being a color defined by second chromaticity coordinates in which a deviation from the blackbody locus is generated in the chromaticity diagram,

wherein the filter converts the second mixed color into a color having a higher color temperature, defined by second third chromaticity coordinates that are closer to the blackbody locus than the first chromaticity coordinates second mixed color and in which a negative deviation from the blackbody locus is generated.

10. (CURRENTLY AMENDED) A gas discharge display device that reproduces a color of each pixel of a color image by controlling respective light emission quantities of three kinds of cells having different light emission colors, the device comprising:

a discharge gas sealed in the three kinds of cells, the discharge gas containing neon as a main component;

a first fluorescent material in a first of the three kinds of cells emitting a red light;

a second fluorescent material in a second of the three kinds of cells emitting a green light;

a third fluorescent material in a third of the three kinds of cells emitting a blue light;

a filter having wavelength selective absorption characteristics in which a wavelength, having a minimum transmittance in the visible wavelength range, is a value within a range between 560 and 610 nanometers, the filter being located at a front side of the three kinds of cells;

a light emission areas area of the first and third fluorescent materials second fluorescent material being larger smaller than [[a]] light emission area areas of the second fluorescent material first and third fluorescent materials in the respective three kinds of cells; and

a first mixed color of the respective light emissionemissions of the first fluorescent material, the second fluorescent material[[,]] and the third fluorescent material-and-the-discharge-gas, when reproducing a white color, being a color defined by first chromaticity coordinates in

which a deviation from a blackbody locus is generated in a chromaticity diagram and a second mixed color of the first mixed color and a light emission color of the discharge gas, when reproducing a white color, being a color defined by second chromaticity coordinates in which a deviation from the blackbody locus is generated in the chromaticity diagram,

wherein the filter converts the second mixed color into a color having a higher color temperature than the second mixed color, defined by second third chromaticity coordinates that are closer to the blackbody locus than the first chromaticity coordinates second mixed color and in which a negative deviation from the blackbody locus is generated.

11. (CURRENTLY AMENDED) A gas discharge display device that reproduces a color of each pixel of a color image by controlling respective light emission quantities of three kinds of cells having different light emission colors, the device comprising:

a discharge gas sealed in the three kinds of cells, the discharge gas containing neon as a main component;

a first fluorescent material in a first of the three kinds of cells emitting a red light;

a second fluorescent material in a second of the three kinds of cells emitting a green light;

a third fluorescent material in a third of the three kinds of cells emitting a blue light;

a filter having wavelength selective absorption characteristics in which a wavelength, having a minimum transmittance in the visible wavelength range, is a value within a range between 560 and 610 nanometers, the filter being located at a front side of the three kinds of cells;

respective dielectric layers a dielectric layer, covering electrodes an electrode which generate generates gas discharges in the first and third kinds of cells, each second kind of cell, the dielectric layer being thinner larger than a dielectric layer dielectric layers covering an electrode electrodes which generates generate gas discharges in the second kind of cell first and third kinds of cells; and

a first mixed color of the respective light emission emissions of the first fluorescent material, the second fluorescent material[.] and the third fluorescent material and the discharge gas, when reproducing a white color, being a color defined by first chromaticity coordinates in which a deviation from a blackbody locus is generated in a chromaticity diagram and a second mixed color of the first mixed color and a light emission color of the discharge gas, when reproducing a white color, being a color defined by second chromaticity coordinates in which a deviation from the blackbody locus is generated in the chromaticity diagram,

wherein the filter converts the second mixed color into a color having a higher color temperature than the second mixed color, defined by second-third chromaticity coordinates that are closer to the blackbody locus than the first chromaticity coordinates second mixed color and in which a negative deviation from the blackbody locus is generated.